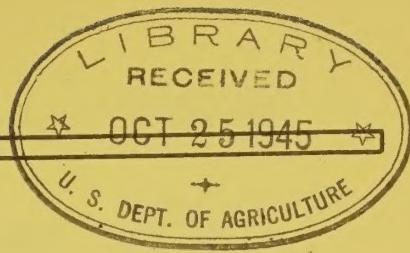


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AAA Information CALENDAR

MAY, 1941

This Month

THE BIG JOB AHEAD

The most important job facing all agricultural workers today, and in fact for many months ahead, is to put into operation with the utmost speed the plan announced by the Secretary on April 3 to convert our Ever-Normal Granary supplies of feed into an ever-normal food supply for the democracies of the world. This is an adaptation of the AAA program which continues in full force.

In planning information work it should be kept in mind that the primary purpose is to convert feed supplies into pork, poultry, eggs, and dairy products and not primarily to increase feed supplies, which are abundant now.

Plans for a comprehensive educational campaign to make this plan effective are now in the making. As this is written it is impossible to give more than a preliminary idea of what will be done.

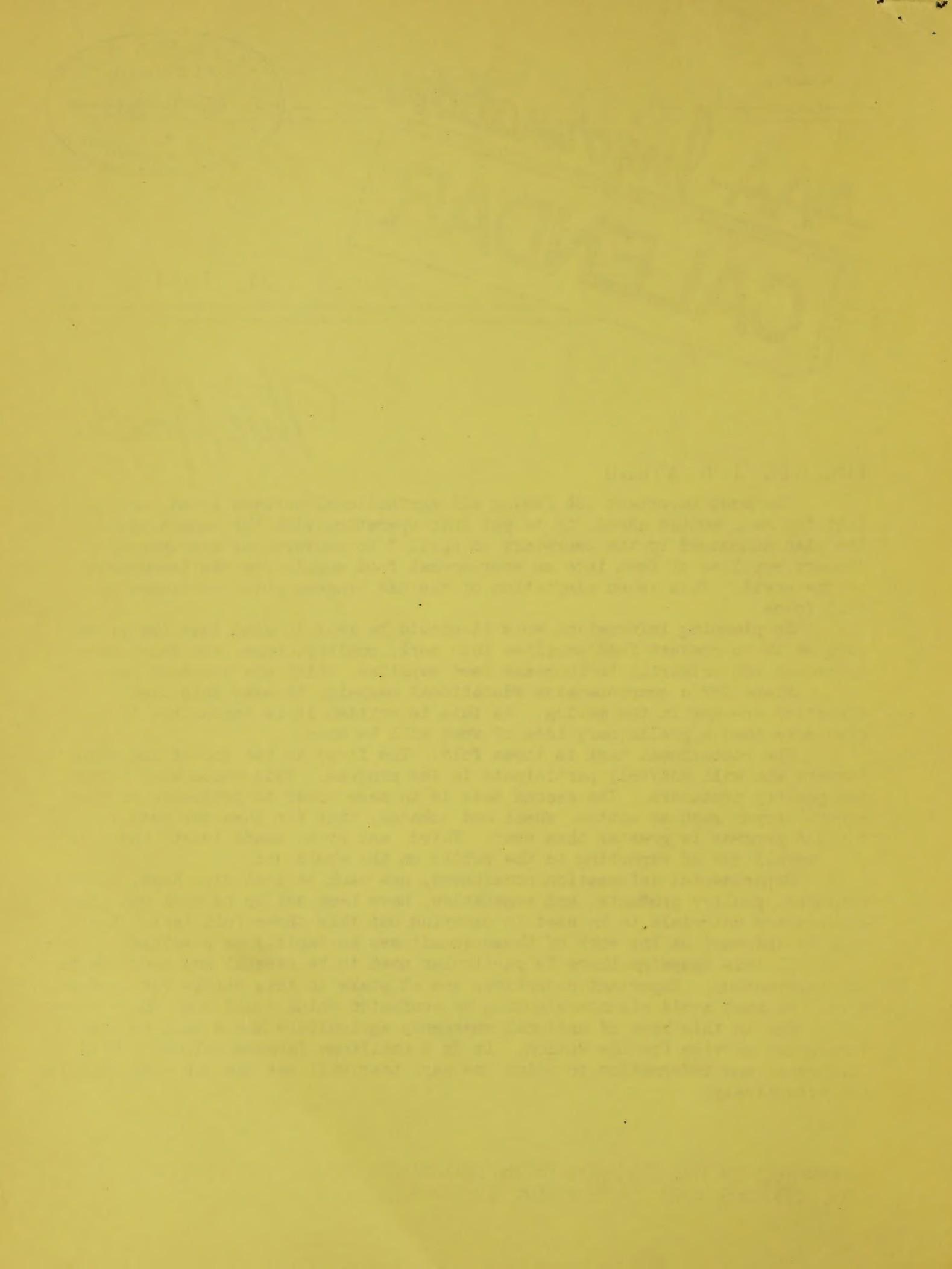
The educational task is three fold: The first is the job of informing farmers who will actively participate in the program. This means hog, dairy, and poultry producers. The second task is to make clear to producers of the export crops, such as cotton, wheat and tobacco, that for them the need for the AAA program is greater than ever. Third, and by no means least, there is the overall job of reporting to the public on the whole job.

Departmental information committees, one each to deal with hogs, dairy products, poultry products, and vegetables, have been set up to work out plans and prepare materials to be used in carrying out this three-fold task. You will be informed on the work of these committees as rapidly as possible.

In this campaign there is particular need to be careful and accurate in our information. Important objectives are at stake in this battle for production. We must avoid misunderstanding or confusion which could cost the victory.

For in this hour of national emergency agriculture has a call to perform great service for the Nation. It is a challenge farmers welcome. With leadership and information to point the way, they will get the job done quickly and effectively.

PREPARED BY THE DIVISION OF INFORMATION, AAA, FOR USE OF STATE AAA OFFICES AND EXTENSION EDITORS.



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Tips on Coming Events and Developments in AAA

Wheat Marketing Quota Referendum -- Here are suggestions on information work for the final weeks:

Goal to Go. -- By May the wheat marketing quota referendum will reach its climax. Check now your plans for all work scheduled prior to May 31 in order not to overlook any essentials.

Points to stress:

(1) Farmers have in their own hands the power through the democratic processes of a referendum to decide whether or not they will get a fair price for their wheat this summer and fall.

(2) In times like these, good-sized reserves of wheat are good sense. But the national welfare makes even more imperative the safe storage and orderly handling of those supplies so that wheat farmers will not face the chaos of uncontrolled marketing and price collapses.

(3) The quota provides for free marketing of all wheat produced on the acreage allotment, which means that consumers have a guarantee for plenty of wheat at reasonable prices and that program cooperators may store, sell, or feed all they produce.

Press. -- Several weekly press releases from Washington are on the way. These deal principally with background and over-all material. A flat layout for release at time of the proclamation should reach States early in May and another layout for use a day or two before referendum is scheduled for delivery about the middle of May. Both mats will be distributed according to orders entered in the referendum materials questionnaire.

Radio. -- Radio will play an important part in the remaining weeks and therefore special attention should be given now to this phase of the program. Transcriptions will be mailed to all except Northeast States in the latter part of April on basis of requests made in questionnaire. These carry a talk by the administrator on one side and by the regional director on the other. Each speaker also gives two or three one-minute answers to specific questions. Additional copies of transcriptions may be obtained upon request.

Direct Contact. -- Direct contact, either through personal visits or mail, with farmers, merchants, bankers, and all community leaders remains the keystone of the referendum campaign and this cannot be over-emphasized in contacts with county and community committeemen in the time that's left.

Personnel of other agencies in Department of Agriculture has been supplied with over-all quota material so that they will be in a position to answer questions about the quota. If you have not already checked with representatives of other agencies in your State, put it on your calendar because many of these folks may need and want local material.

The quota movie, "Farmers in a Changing World," should have reached you by the first of April. The quota film strip, "The Background of Wheat Marketing Quotas," is being distributed. Both will serve to attract attendance at community meetings if properly publicized. The film strip, in particular, will be most effective if fitted into a discussion program.

Displays. -- Reports indicate many States are using window displays to tell the quota story and to remind farmers of the voting date. States having crop insurance window displays will have received picture inserts by this time.

Dates and Deadlines. -- Here is a revised list of dates to replace the one in the March Calendar:

Date	Region or State	Event
May 1	NCR-WR	Closing date for signing 1941 Farm Plans (except South Dakota range area)
May 31	Wheat states	1941 National Wheat Referendum
May 31	NER	Final date for enrolling allotment farms in 1941 farm program
June 10-11	ALL	National AAA Conference, Washington

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<u>Date</u>	<u>Region or State</u>	<u>Event</u>
June 14	Cotton States	Final date for filing intention to participate in 1941 Supplementary Cotton Program.
June 23-27	Range states	Range conference and tour in Idaho.
June 30	Ky., Tenn., Va., W. Va.	1941 Program year ends.

Check with State committees for other dates, including those for disposing of volunteer wheat and certain soil-building or range conservation practices.

Miscellaneous AAA Informational Tips

Nutrition -- Increasing public interest in nutrition, aided by the National Defense program is bringing demand for more information on the subject. A number of publications are available in the state office which contain background information. One of the best of these is "Food and Life", the 1939 USDA Year Book. Other sources of information are the Outlook Report for 1941 on farm family living, "Feeding Farm Folks" (SRAC-7), "Diets to Fit the Family Income", (USDA Farmers Bulletin #1757), and "Elements of Life", published by the University of Tennessee and recently sent to AAA State Offices. Two new publications are reviewed in the publication section of this calendar.

Don't overlook the opportunity to point out that farmers through the AAA farm program have taken steps to create reserves of soil fertility, to restore essential elements previously taken out of the soil which have a direct relation to individual health, to produce and maintain large supplies of essential farm products, and to stabilize prices so that consumers may have adequate foods without great sacrifice.

Importance of Gardens -- Extension Services in Tennessee, Kentucky, Virginia, and North Carolina are cooperating with the Supplementary Cotton and Food Programs in training committee men, farmers and farm women regarding balanced diets and proper vitamin content. Similar work is probably going on in other States and may be considered as a part of the nutrition campaign now underway. In this work Extension people are stressing importance of how gardens as the starting point for a balanced diet. There must be balance in the garden itself if a family's diet is to be balanced.

East Central Closings -- The very early closings of the 1941 program year in Virginia, West Virginia, Tennessee and Kentucky make it necessary to advise farmers that they have little time left in which to place orders for lime and phosphate and carry out practices for credit this year. Orders for lime and phosphate for the current year received after May 15 will not be handled from those States.

Cotton Mattress Expansion -- The cotton mattress program is expanding into new areas and is now in operation in New Hampshire, New York, New Jersey, Massachusetts and Pennsylvania. In the North Central Region, peak activity is expected in May before the summer let up. It is estimated that it will operate in 650 counties of the Region this year. Information activities should be planned with the knowledge that there will be a summer let-down and that May will bring the greatest activity in this program until late in the fall.

In this connection we refer you to Extension Circular Letter, Miscellaneous No. 18-41, dated April 5, 1941, calling attention to the necessity of utmost safety precautions against fire in the mattress making center. The letter reports an example of unsafe working conditions and resulting tragedy.

AAA Anniversary, May 12 -- This date marks the eighth anniversary of the approval of the Agricultural Adjustment Act of 1933 and the beginning of the first AAA farm program. The date can be used as a peg for press and radio releases pointing out the progress farmers in the State or County have made in using the AAA program to meet their problems, particularly in conservation and improvement of farm income.

The Month at Large -- Anniversaries and celebrations in May: 1st, May Day, Child Health Day, and beginning of National Egg Week (1 to 7); 4th, National Employment Week begins; 10th, Confederate Memorial Day in Kentucky and North Carolina; 11th, Minnesota admitted to the Union (1858), Raisin Week begins (11 to 17); 12th, anniversary of approval of AAA Act of 1933; 16th, National Cotton Week begins (16 to 24); 18th, Foreign Trade Week begins (18 to 24); 23rd, South Carolina admitted to the Union (1788); 29th, Wisconsin admitted to the Union (1848); 30th, Memorial Day in many states.

The Calendar Idea Exchange

State News Mats -- Proofs arriving from the contractor show that the states are releasing more news mats than previously. Some recent jobs: Mississippi prepared a four-picture layout for a four-column mat showing steps in AAA terrace practice. First picture showed farmers in a gullied field studying method of running terrace lines. The next picture showed an inspector measuring a terrace. Pictures three and four showed a power terracing unit at work and details of a wooden V-shape drag. Each of the pictures was taken in a different county, which should have increased its use in newspapers....Idaho had a good mat tying in with the program to divert No. 2 potatoes to livestock feed....Kansas made the arrival of the first car of AAA superphosphate the occasion of a news mat, also plugging its use with bromegrass. Picture was close-up of farmer holding a bag of the phosphate to camera view....Proofs of an extensive series of mats prepared by Missouri to show various phases of soil-building and soil-conserving work indicate that the State office may be starting a library of mats for use in special editions, etc.

Four Calendars -- Iowa and Michigan have initiated State Information Committees. Illinois, and New Jersey, Oklahoma and possibly others have similar committees. Iowa's calendar is a monthly and bi-monthly schedule. Iowa calendar for April was model of brevity: 8 informative pages for April were listed on one unnumbered page. Better information is available, however, which contains an article twice as long, and also on cooperative programs that nothing will be undertaken. When the calendar does it fails fill the pages, but about illustrations it brings up and general attention?

West Virginia Bulletin -- Special Farm edition of Clay County Free Press (West Virginia) with articles and pictures... Migration Watson, State office activities, and a welcome place in April had Virginia Farm Boys written in throughout all the programs in Raleigh County. Article included success stories of southern farms in progress. West Virginia has made strong points of anti-country stories in past two years.

Local Labor Unity -- St. Joseph County, (Indiana) has coordinated union and non-union at a Farmer-businessmen meeting on March 32, representation of labor, laundry, and county businessmen. As a result of this, the local union of automobile workers has extended invitation to all farm groups to meet at least 2 "dirt farmer" members each week to sit in on regular meetings, privilege of the union as guest observers. The nation has no equal, another action throughout the Nation.

Wyoming -- Our bats are off to success for a good summary of accomplishments in Wyoming Soil Conservation projects. The story did not stop with the last figures but included purposes of each; practice reported, and importance. "Over 22,000 acres now have some type of strip contour or infiltration terrace which will prevent wind and water erosion."

South Dakota Contest -- South Dakota State Office has announced prizes for the three best scrap books on various phases of their program. An adult and an accompany the books. Juvenile boys and girls ages 12 to 14 are eligible. Contests close August 9, 1942. Prizes total \$10, and recognition will be given by showing the winning book at the State Fair.

Local Illustrations -- From a county committee report, as referred to in the State FA conference, January 20-21, Recommended "that county committees be encouraged from a point of the information contained in each Section within their purview too much emphasis on statistics. Such tables should be brief and to the point."

Half of the States -- With each release to a county editor, following the copies a form on which to paste clippings of the story for return to State Office. The Local Office prepared a by-line article by the local advertising agency, program activities for the March issue of American Farmer, state farm magazine. Local places and individuals illustrations for the timely place. ~~Illustrations~~ are issued a compilation of facts and figures for the committees. Data source population and political situation and preparation date. Local and State FA for each of the states. The document is statistical and contains material concerning average numbers of a USDA "bulletin" available - PWA, CCC, WPA, FSA, and CMA -- to county offices

The News Beat -- State news story subjects rated in our mail: Georgia converted total conservation materials used under 1940 program into a train 30 miles long. Another Georgia Extension release to dailies quoted 5 farmers of a county on a questions regarding forest conservation -- a good device to put points across. A third Georgia release was based on increased value of Georgia farms which could be credited to land improvement practices....A Kansas county agent credited pond construction with restoring life to failing wells....A North Dakota release quoting the NDAC Extension Service entomologist pointed out freedom of farm and stored wheat and grain from insect damages....A release of the Utah extension service called attention to advantages of removing old fruit trees, also cited AAA assistance in this program....Virginia AAA used results of a questionnaire on use of lime in peanut rotations for a news release. The story gave percentages of "yes" and "no" answers, and some typical comments. At end of story, advice on proper lime use was given. Questions and answers on use of phosphate was the basis of another Virginia release.

Home Organ Notes -- Under the heading, "What Farmers Can Do For Defense," Arizona AAA News points out that well-informed farmers are an asset to defense, urges committeemen to do more informational work....Arkansas AAA News usually carries reports of good work by one or more counties. In every issue appears a rather complete report on soil-building progress in an outstanding county....Illustrations in the California AAA news are often on the light side -- but always well drawn....AAA News for Kansas noted that state farmers had "lost" \$2,800,000 through commercial storage of wheat, advised more farm storage space. Another article for wheat growers showed how growers used flue-cured tobacco marketing quotas. Illustrations brightened the March issue....The March 20 issue of Missouri AAA Facts-Figures carried an original cartoon portraying non-cooperator as taking free ride in trailer attached to cooperator's vehicle, drawn by a horse representing the Farm Program. Over the non-cooperator's tow-line is suspended the shears of marketing quotas....The Thurston County AAA, Nebraska, issues a county newsletter named "Triple-A-Tattler." Excellent job of mimeographing....North Dakota AAA News keeps committeemen up-to-date on new informational materials....Thanks to the Oklahoma AAA office for recent issues of its committeeman letter. Editorial content is well-balanced, and heads are lively....The April Oregon AAA Bulletin gave 2 pages to material from the new USDA periodical Agriculture in the Americas....Utah AAA Farm News makes effective use of small spot illustrations to lighten pages. A front page cartoon spells out ACP as Abundance, illustrated by a truck full of grain, Conservation, shown by a farmer loading a spreader with phosphate, and Parity, showing a farmer busy on farm account book and money on the table....The Wyoming AAA News for March carried a number of suggestions for county information activities a la Calendor.

Developments in the Commodity Programs

Wheat Parity -- 1941 wheat parity payments will get under way during May in most of the winter wheat area, except in the North Central region where parity and other payments will be made at the same time.

1. - The first two days of April will be spent in meetings with the 112 counties in the Carolinas and parts of the South Atlantic. These will consist of the usual county conferences, the principal territorial areas:

(1) Farms complying with their wheat allotments will receive aid in the amount of one-half acre and three bushels per acre of wheat.

(2) New wheat farms will not be eligible for wheat conservation or quota protection or wheat loans.

(3) An acrement-allotment farm will be: (a) one farm for which no wheat is sown, (b) any farm having a crop record in which no wheat was harvested in the last three years, (c) any farm where the total acrement is 1 acre or less, but where 15 percent or more, (d) any other B or C farm having allotments over 11 acres and except the annual report classifies it as such, (e) a farm having first crop wheat acreage above the maximum allowed under the new acreage permits, (f) any land which would count toward acreage provisions which are still under discussion and which probably will be outlined within the next month, (g) any farm which has the acreage tolerance requirement of 10 percent, and (h) definition of acreage planted to wheat.

2. - April 10th - A announcement of the 1942 allotments, which will be made by county offices in each state will be made at the same time as the new acreage permits, and will include the new acreage limits and "failes."

3. - April 11th - "Details concerning the new acreage limits will be issued by the Bureau of the Budget, and will be available to all offices in each state in time to make the new acreage limits effective on April 15th.

4. - Planning will be underway in the Bureau of the Budget to issue the new acreage limits. It will be a great point to make use of the availability of standard charts in the Bureau of the Budget in order to make available to the states all the data in the new acreage limits.

5. - County offices in each state will be given an interpretation of their new acreage limits. County agents are now able to make available all information taken out of the farm owner's allotment application file as made in daily press release 223-41.

6. - The work for the month will be determined largely by the results of the conference in April. A listing of the farms and land under the acreage limits will be finalized. The work in each state will be based upon the new acreage limits.

7. - May and June meetings are being arranged for May 10th, 11th and 12th and Arkansas to discuss the 1942 rice program.

8. - For the first time records of acreage will be taken in each county. This will be made this year in connection with the new acreage limits and the new acreage permits.

April Loans -- Involve maturing commodity loans plus new ones will be made this month:

Maturity Dates -- April 30 is maturity date for all loans on farm warehouse-stored wheat and barley and for all 1940 harvested wheat and barley loans. Loans on 1940 farm-stored wheat, rye and barley were made for 6 months and some will be maturing in May. Beginning in October, 1940, cotton and sorghum loans were made for 8 months with the last loans made on December 31, which means loans will be maturing through September.

Extension -- Loans on 1940 farm-stored wheat, rye, and barley which are in good condition are eligible for extension to April 30, 1941.

Storage -- Administrative personnel has been asked to urge all farmers to check now on whether they will have sufficient storage to hold over 1/2 of their 1941 crop. This is a point that can well be stressed in the approaching weeks. Attention may also be called to the fact that ACI may be assigned for construction of new farm storage in case this has not already been done.

1941 Amortization -- If a 1941 wheat loan program is approved, amortization rates and provisions will probably be made in May.

Suggestions for May News Stories

Sign-Up Closings -- The closing of farm plan sign-up in the West Central Region States on April 15 and in all States of the North Central and Western regions on May 1 opens the way for stories on 1941 participation. Where the signs exist, stories may point out that increased participation signifies the general belief that the best way to aid defense is to participate in the farm program. Stories should also touch upon outlook for more conservation, small farmer participation, and extent of farmer use of the conservation materials program.

1940 Program Results -- Tabulations of performance under the 1940 program should be available in many States. These offer much material for a number of stories reporting 1940 ACI achievements, particularly conservation. In one or two commodities, such as corn, cotton, rice, wheat, or tobacco, the dominant the story might also point out how the program benefited from income from the commodities.

Retirement of Cropland -- In the range program discussed earlier, beginning May 15, and a possible lead for a story is: "Beginning May 15, _____ acres of land in _____ will be retired from production by _____ action measure, etc." Continue to point out that this land is being taken out of use in order to improve State's livestock production capacity. If a possibility of a tieup with the food program not underway, since better pastures or better range mean more feed for more beef cattle.

Conservation Materials -- In the North Central Region particularly, May will be a third successive important month in the program. Delivery of limestone, superphosphate and other materials to farmers will be at a peak in the early part of the month, will slack up late in the month. In some States and Counties it may be possible to prepare report stories on conservation materials late in the month. This year, 650 counties of the Region are approved for limestone and 689 for superphosphate.

Soil Building Practices -- A balanced AAA news diet for May should contain stories of the conservation phases of the program and excellent possibilities may be found in this schedule of activities for the month.

East Central -- Practically all conservation practices, except tree planting, will be carried out in the Region during May. Principal priorities are: application of lime and phosphate, sowing seeding, terracing, green manure crops, construction of dams, and gully control work.

North Central -- Spring seeding of legumes and grasses, application of conservation materials, pasture improvement through concrete and seeding, terracing, building of dams and establishment of soil water ways are practice possibilities in May.

Northwest -- Practices which will be carried out this month include application of lime and superphosphate, seeding of alfalfa and clover and tree removal.

Southern -- Seeding summer legumes and strip cropping are likely to be carried out this month in general farming areas. In the range areas, deferred grazing period begins in some counties and building of springer dams, tanks and reservoirs will be underway.

Western -- Many practices listed in the handbooks must be completed by specified dates or must be continued over fixed periods. Since these dates vary by states, see your committee or handbook for details. Among practices affected are summer-fallow tillage, pit cultivation, contour listing, tree planting, seeding practices, deferred grazing, eradication or control of perennial noxious weeds, strip cropping.

Most of the practices listed in the handbook will be carried out to some extent during May. In addition to the list above such practices as construction of dams, development of springs and contour furrowing may be added.

Farm Features -- In many states Extension Service may have covered the ground thoroughly, but where it hasn't been done, it will be good to prepare a feature story on the farm family garden. The article could point out what to plant in a well-balanced garden and how to plan a garden so as to get benefits of early spring truck, plus benefits of vitamin or nutritional vegetables, plus benefits of late summer products for canning and storage. This feature might be called "Planning a Vitamin Supply" and should cover just what a family needs for better diet. One good way to get the story across would be to use a by-line article by some farm woman who has tried this very thing before and can give good advice to other farm people. In this way you could also obtain picture material to illustrate the article.

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**Key Radio
Programs**

~~Local News -- This usually happens, I guess, when stations are too weak or hazy to carry a local news bulletin or headline and have to depend on the papers.~~

Radio station people sometimes feel they get all the "dirty acts," and when there's something "good" the papers get it first.

They especially resent "tripe" that's stuck in just to fill the time that has been arranged for.

This will be specially true if we "iddle while Rome burns" ... if we operate in a vacuum. The ~~new food plan~~, the ~~new farm~~ ~~policy~~ in various farm committees, the ~~new farm~~ ~~policy~~ ~~changes~~, the threats of sectional ~~and~~ ~~regional~~ ~~conflict~~ over ~~farm~~ ~~shortage~~ (with attendant ~~farm~~ ~~surplus~~), the ~~injustifications~~ of ~~local~~ ~~agencies~~ ~~offer~~ ~~no~~ ~~information~~, the ~~new~~ ~~problems~~ and ~~other~~ ~~newsworthy~~ ~~issues~~, related to the new ~~farm~~ ~~policy~~ ~~and~~ ~~other~~ ~~issues~~ offer many informational opportunities.

We can do the public real service (and incidentally maintain good station relations) by using these opportunities.

It isn't easy, though. Many scripts have been juked -- or should have been -- as new developments in national policy came about. Time commitments have to be met sometimes when we're not quite ready. And we're liable to the danger of putting out ~~mis-information~~ or ~~information~~ containing no information.

The whole point is that radio can help do a good information job in this emergency period. But it calls for plenty of imagination. Your ~~representative~~ ~~in~~ ~~Baltimore~~, the ~~representative~~ ~~in~~ ~~Louisville~~ and ~~policy~~ ~~changes~~ that come to your office will help.

~~Local Programs --~~ the Ohio State office called to principals and a station to make up a radio "filler," can be a page, the station not doing ~~AAA~~. The filler, planned Farm Plan sign-up and urged farmers to contact the county ~~AAA~~ committee before the May 1 deadline. The filler ranges from 30 to 60 seconds in length. Accompanying letter informed of the percentage of participation of Ohio Farmers, and local participation in the emergency

~~Emergency Programs --~~ May 1, WIX, Schenectady -- a Cornell Ag extension agent, a company representative, and Stacey Farm representative will discuss "What Do the Consumers Want from the Farms." May 9, WLB, Boston -- A. J. McElroy, Director, Dartector, will discuss "Agriculture and National Defense." May 10, WLC, Hartford -- a New London county committee will discuss "Conserving Our Farmland." May 13, WLB, Boston -- An Adirondack County ~~AAA~~ representative will discuss "Food and the Labor Problem." May 20, WLB, Boston -- Harold Baldwin will speak on the subject "In There and Afieid with AAA."

and

March 1942

Information -- One of the State office tasks this month is to keep up with the schedule of speeches and meetings which will mark closing days of the peanut referendum campaign. Many events will be scheduled on short notice, intensive publicity for the more important meetings or speakers will become an asset, should be considered an essential part of the whole educational effort. After the four meetings to be held between April 26 and May 7 in Rapid City, South Dakota, Denver, San Francisco, and Portland, Oregon, more should be known of the schedule for meetings in the Western region.

Meeting -- Administrator R. M. Evans will address farmers of Virginia and North Carolina meeting at Murfreesboro, N. C., April 25, in connection with the peanut marketing quota referendum.

Program Planning -- Many county, district, state and regional meetings are planned for May as part of the 1942 program drafting process. States should consider advisability and methods of giving notice of the local suggestions received for consideration of the state, regional and national conferences. Following is the present outlook for principal meetings by regions:

East Central -- A regional conference will be held May 6-10 at the Charlotte Hotel, Charlotte, North Carolina. This will be attended by a delegate from each county in the East Central region. The delegate will be the chairman or a member of the county committee, and each will present suggestions from his particular county, for the improvement of the 1942 program, before the conference.

North Central -- May 1 is the deadline for submitting 1942 program suggestions. A schedule of meetings is not available at this time.

Northeast -- On May 12-15, regional conference of state committees, state executive assistants, county representatives, and State offices, may own will be held in Washington to discuss suggestions for the 1942 state programs.

Southern -- Questionnaires have been sent out and filled in by farmers at community meetings. These have been summarized in counties and counties are now making their suggestions at state meetings being held between April 20 and May 15. States, in turn, will summarize these and report to a regional conference, to be held in Washington prior to the national conference. (This will start either Sunday or Saturday before the national conference starts on Tuesday.)

Region -- Recommendations for changes in the 1942 program will be known to state and regional offices during the first part of May. These will be submitted for consideration at the regional conference planned to be held just prior to the national conference.

~~Annual Statewide Conference - At Rapid City, South Dakota, April 10-12, 1939.~~
Montana, Nebraska, North Dakota, South Dakota and Wyoming state committees will be represented.

About the New Publications

"This Is What AAA Is About" (G-103) -- By this time, State offices have received sample copies, if not regular distribution, of AAA's new two-color picture folder. Supplies are limited, and distribution will be made of single copies to State and County AAA Committees. In addition, States are receiving a number in bulk. As a result most effective use of every copy should be made. Suggested uses: in county office display windows, or on bulletin boards; on school bulleting boards; at farm group and civic meetings; in bank window displays. Not so far-fetched is idea of putting a copy with magazines in waiting room of a busy dentist or doctor.

Agricultural Adjustment, 1939-40" (G-104) -- Distribution has been made of the administration's annual report covering the 1939 program year to State Committees and state agricultural leaders. (By law, only 2000 copies can be printed.) Consult it for best summary of AAA accomplishments and present workings. There is an appendix concerning AOF bulletin for 1939, tables of participation and payments, and a good index.

"Agriculture and the Americas" (G-105) -- Like G-103, here is another informative piece of limited issue which should be put to work so as to reach the greatest number of people. Distribution plan calls for one copy for each county agent, county committee, and community committee. The large map (16" x 21") inside, surrounded by panels of thumbnail information, makes an excellent poster for window display and bulletin boards. Distribution was made to community committees so that each community meeting place would have one map to display. If two copies of the folder are available for display purposes, copy on reverse side should be placed about the large inside spread to tell the whole story.

"Are We Well Fed?" -- Here is a new publication which will serve for background information on nutritional levels and needs of United States families. The photograph charts and copy are based largely on the material collected by the Department of Agriculture and Labor, in 1936-37, as part of a large scale study of our American ways of spending and living at different income levels. It is nothing for popular distribution; but should be part of the work kit of every person engaged in educational work in the nutrition campaign. The material furnishes answers to these broad questions: How many of the Nation's families are well-fed? Who are the people with poor diets? Do high incomes guarantee the right food? Does it pay to better diets to produce food at home? Must everyone change eating habits to get what his body needs? What can people do for themselves to get better diets? How can all of us working together do to improve the Nation's diets?

The publication contains at the end a list of more information available upon this subject. It should be of particular interest to State and county women and county women.

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"That Day of Last Stand" -- This is a bi-fold sheet of information for home owners and to be the basic guide of daily use. This will not replace the AAA booklet and will be helpful in much on the nutrition problem. Small Booklet of Your Cooperation. Children's Bureau of Department of Labor, Bureau of Education and Public Health Service.

"From the World with Cotton" -- In the foreword by Harry A. Wallace, then Secretary of Agriculture, is a brief description of this one book presented to the Southern Division of AAA. "Round the World with Cotton" presents the cotton, semi-fictional style, a story of cotton at home and abroad. It uses small, underscored words, photographs, charts, and illustrations to tell the interesting fashions that has happened to cotton since its legendary origin in India 5,000 years ago."

The book is in three parts: the story of cotton, cotton in foreign lands, and cotton in the United States. In addition there is a list of selected references and many maps, charts and pictures related to the principal character - King Cotton. (148 pages.)

Periodicals -- Five editions of "Do We Want To Be Farmers" (G-67), "All-Nest in '48" (G-68), and "Wildlife and AAA" (G-1001), have been issued recently.

Visual Program For FPC

(Advertising)

WANTED -- Pictures of every kind dealing with refrigeration, ~~and profit~~ for a few cities with your name on April 26, May 31 and whenever there are voting on AAA marketing service. The few pictures now available have been used so often that our material is needed. Are your cameras at good "functional" subjects, you will get much and concentrate in their focus. Singlet exposures or close-ups, plus a few group shots. Forward samples of your work through your regular compiler, AAA, Washington, D. C.

"Profit means recognition and thanks,

Local Pictures -- May be an excellent month in which to get pictures of home people working in gardens and also pictures showing progress of the garden, particularly in East Central and Southern Regions. As the food and supplementary ration program develops, such pictures take on greater focus importance. Suggested pictures are people setting up new plots, plowing, planting, and cultivating gardens. Children can should try to get children into the pictures. When the pictures are used, make them tie in with nutrition and defense.

Filmstrips -- Need a good script for a local film strip? Here are two which would not involve too much script trouble or picture problems:

16-

This Is What AAA Is Doing — the new AAA two-color system. Under this publication section of Circulars may be substituted the 8 x 16 strip in which local pictures are substituted for those in the slides. The slide strip should be used on the points which are of greatest local or state interest. Since the pictures depend on size of the maps to help make up the map can be lifted interest for the strip. We shall be glad to have your use has been made of this suggestion.

Range Strip — A Kansas Extension Specialist declared that water is the most valuable commodity in his state. "One and one-fourth billion acre-inches is given to Kansas each year as rain," he pointed out. This has a potential value if used properly, of three billion dollars annually. If stored in ponds and reservoirs, the water saved is worth \$150 million dollars annually. If it runs away, this value is lost and the water may even cause damage.

With these points as a beginning, a strip might go on to point out that farmers and ranchers of the state or area have come to consider water a valuable commodity and to turn it to good use.

Slide Pictures — In the South, leopards should be up enough in most areas to make a good photographic subject. There is not enough pictures of this type of practice to meet every need and anything you take this month will help to fill gaps in the file. Take advantage of improving light conditions to add to your collection of color slides.

Insurance Visual Helps — In May, FOMC will make available a new film strip designed for interest of farm women. "Home Security" is the title.

Additional copies of the 16 mm sound color film "How We Grow Wheat", will be released in May. All wheat states are being offered a 2-column cartoon news mat showing farmer discussing purchase of a new tractor made possible by wheat indemnity. Several other news mats will be process and will be offered to states soon.

This is a time to make distribution of the new color poster "Are You Prepared?" to counties having winter wheat. It is suggested that at least four be placed in every community. Good spots for posting are the banks, implement agencies, hardware and the post office.

Comics of the Month — The Department's new food program should be the theme of many window displays. Typical window display might show two groups of products, one being the products for which additional production is not needed now, and the other group showing the products which are the subject of the campaign to convert over-normal grocery food supplies into farm supplies. These products may be represented by toy models, by colored pictures, and by the products themselves. Another point which would make a display of this type is the representation that America has plenty of feed supplies to put the program into effect.

State Fair - Materials which will be available for exhibition at the fair include a new portable exhibit, a new background exhibit poster, a 3 or 6 minute sound cartoon movie, and a new booklet of suggestions for use in utilizing local exhibits. The new state fair exhibit will be exhibited during the year. Although started last year like state fair exhibits were not available exhibits. In addition, states may make special arrangements with exhibitors for use in keeping the larger exhibits in sight. It is recommended that state fair exhibits were made in such a way that they do not require special exhibits comparable to posters, and exhibits thereof be removed and placed on smaller exhibits.

Illustrated Poster - "For the Common Welfare" (a picture from the original model) is a copy for the 1942 background poster which will be used about July. poster has patriotic tones; colors of red, white, blue and black. central figures represent agriculture of the four sections of the country.

Illustrations for May

Food Wins the War - The illustrations attached in this section are intended chiefly at current events, since time has developed interest in agriculture as a phase of national defense and the plan to produce more of what is needed food products. In addition, there are a few other illustrations which may be used any time.

Confidence - Reading the picture parade the earth and the illustrations which recognize an important phase of our educational work - agricultural work. There's one for the women and another for the men. The right one these in mimeographed leaflets, letters and similar material.

Fertilized Soil - Here is a drawing to use when pointing out the general relationship to the nutrition campaign and that farmers have made good progress in reconditioning the soil and making their farms more productive which benefit consumers.

Food for Defense - Explained by the Inter-Departmental Food Plan. For which we prepared two illustrations, Number 1 and 2, which can be used in project to convert existing food supplies into tank farms and chemical products. Number 1 shows three fat persons ready to become the big, fat, degenerates, complete with tin helmets. Illustration No. 2 shows that the three beneficiaries of our attention gain physical health and strength of democracy. It is suggested that the drawings be used individually, or that they will not be used in just or extreme conditions.

Number 3 may be used where there is a local campaign to stimulate two storage facilities particularly in the local stations. This illustration shows a parallel program, the construction of new communities in the country and the reconstruction of old communities both for defense purposes.

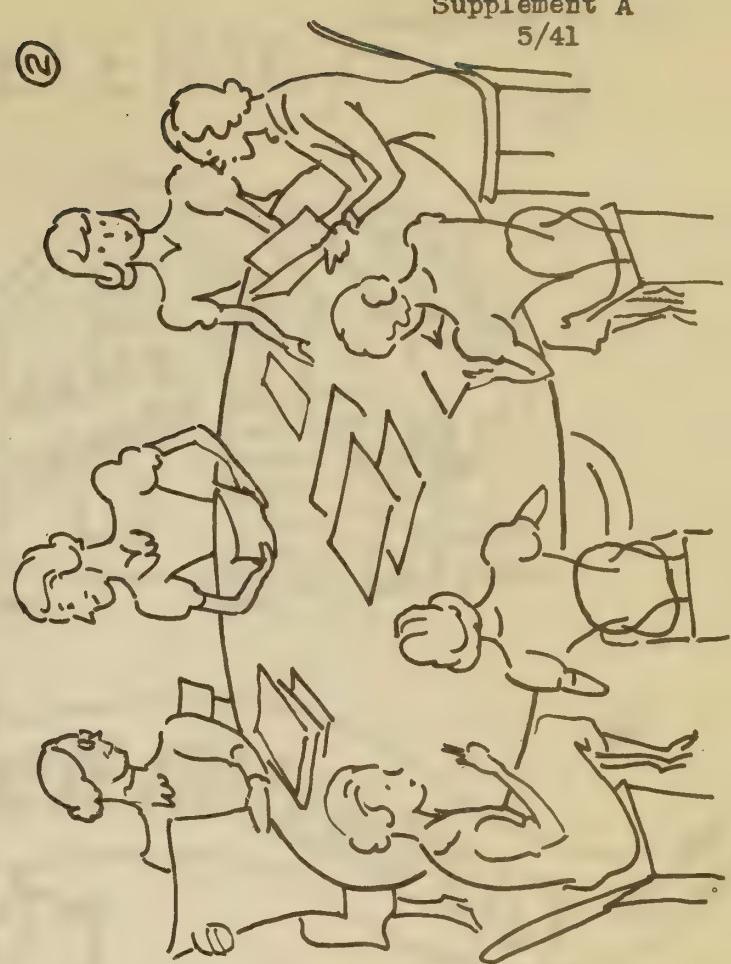
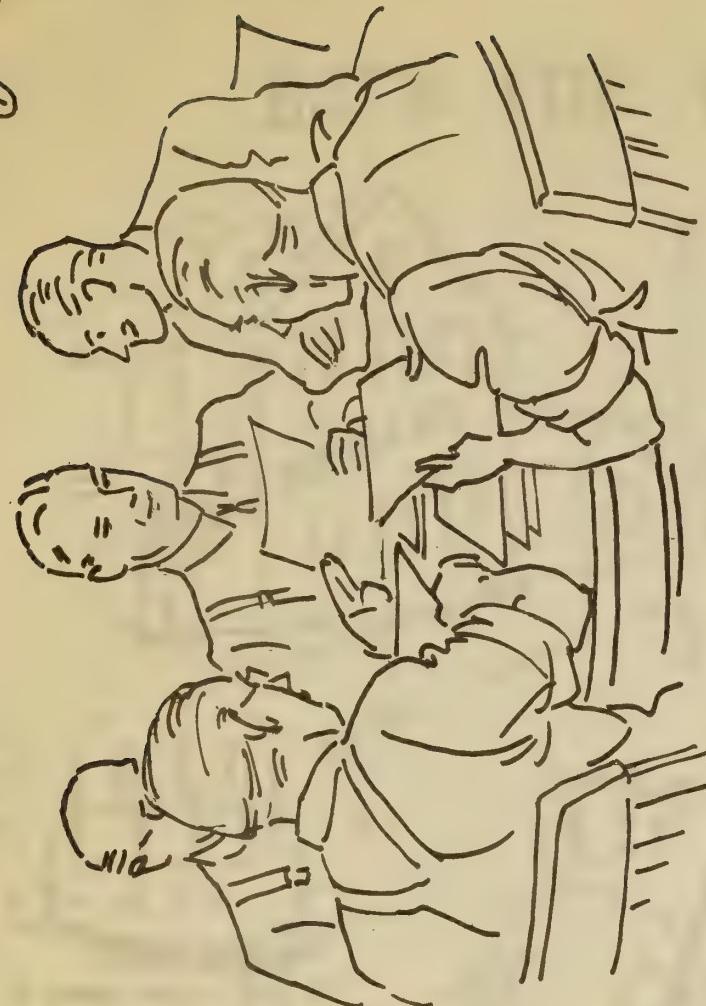
Food for Victory - In the event the state or county decides to use it, it is suggested in the early advertising parts information similar to that for other purposes. This is a good point out that advertising should

can hold the wheat crop in check and prevent a wheat flour famine.
"The wheat fields are green and the flowers are red,
The foreground are under the shadow of tall trees.

"The Sun Illustration" -- Number 13 can be used with copy leading off the first
verses of the "Wheat Fields" poem. This is a four-week
Week, which runs from May 16 to May 31. Since this is pretty much a traffic
promotion event, you may not want to devote any money to it. However
in a community that farmers will vote May 31, on the wheat referendum and
would be ready to illustrate any copy illustrating three principal
points, such as the 5-cent information task in connection with the new
crop tax, the new 1 cent per bushel, and the new 1 cent per bushel
tax. Some districts might find it useful in educational programs
for church committees or farm and town meetings. Numbers 11 to 16 are short
illustrations intended for use with appropriate copy. In the event you are
not using the illustrations in the copy, copy at the top of the page, and
newspaper, number 12 can be used to brighten the copy. Number 17 affords
a possible good symbol of industry. Number 18 is particularly
suited to country schools today.

"The Sun" -- 11 to 16, Springfield, and New York City are probably the best areas
for original copies of this particular illustration. It is a good idea to have
them available. In this event you believe that your committee will not have
any difficulty in getting these originals, however, if you purchase them
it is better to place a slightly larger than the size and copy and have
them copied so that you are interested, however, and then to have them
printed.

Approved



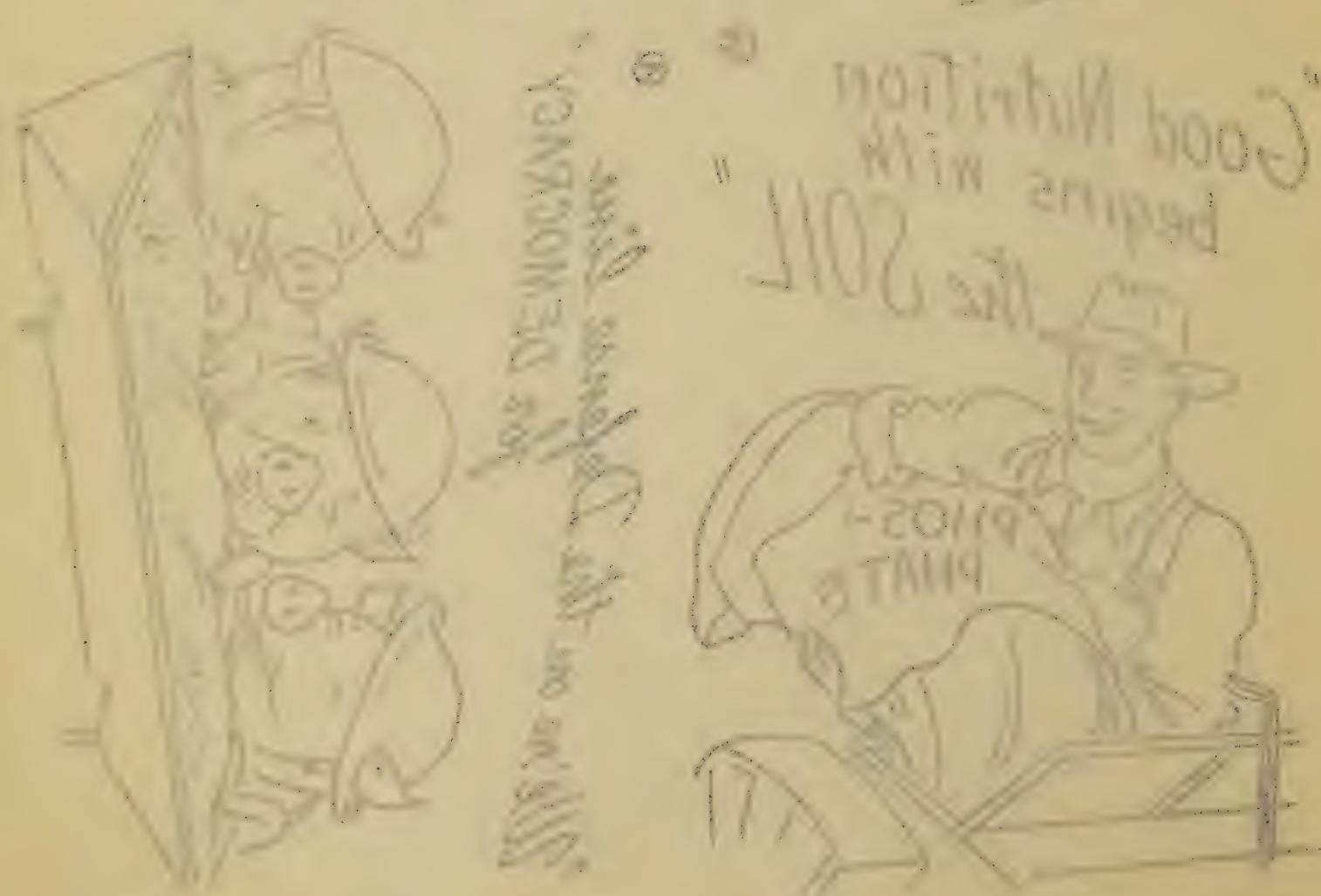
"Good Nutrition
begins with
the SOIL"



"We're on the Defense line
for DEMOCRACY"



A. Fossils
1970

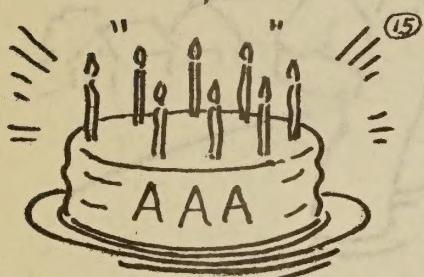
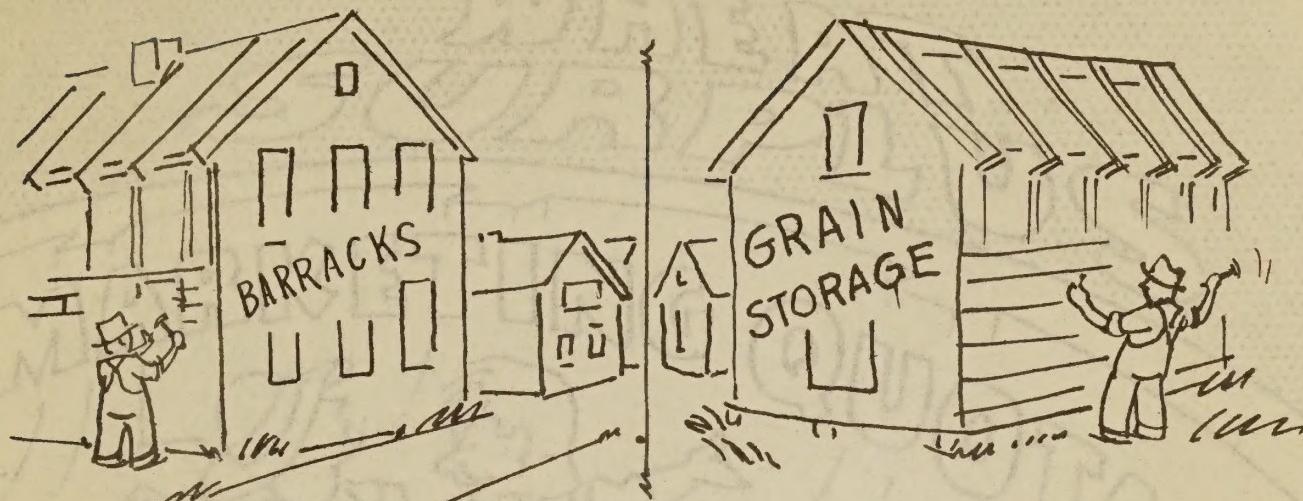


Good Willington
Pendleshire
1900 ft.
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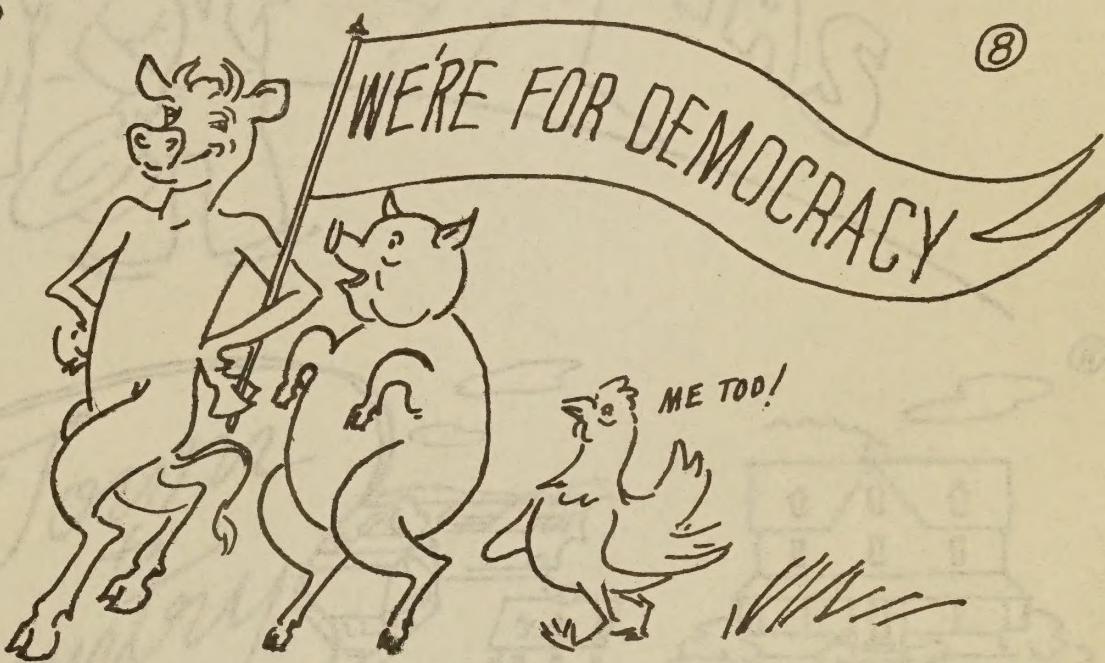
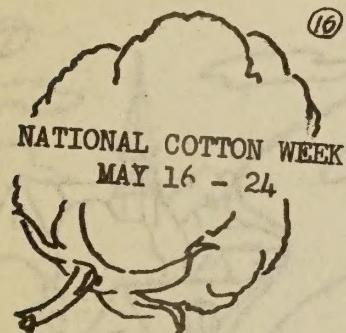
DEMOCRACY
1900 ft.
1000 ft.

BOTH FOR DEFENSE!

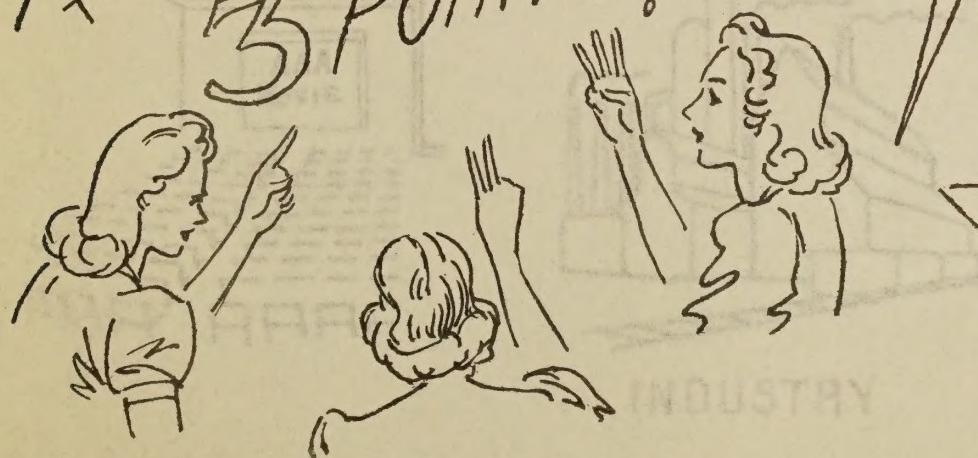
(5)



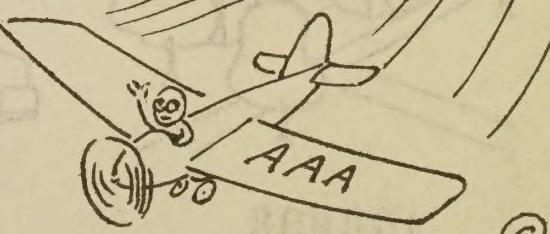
8 years old - May 12



Remember these
3 POINTS!

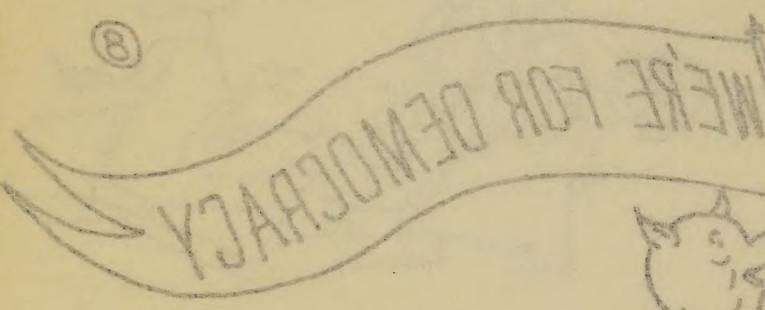


Vote May 31st



(6)

BOOTH FOR DEFENSE!

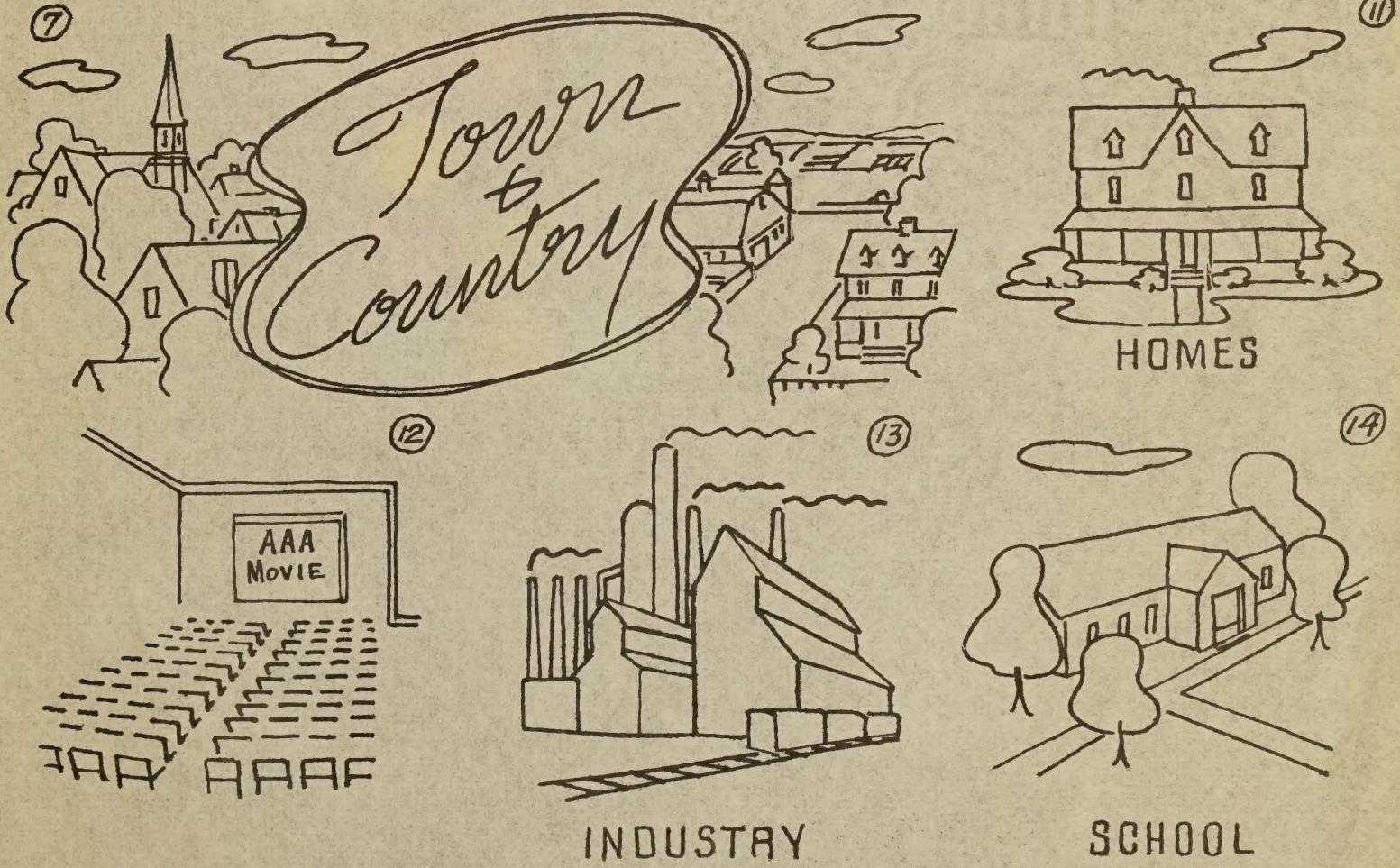


S. Lazzara 094 - May 15



WHEAT SURPLUS

MARKETING QUOTAS



ЗАГИБЫ СУГАРОВ

ЗАТОЧОЕ МАРКЕТИНГ

